



A new prestige car
for America



TOYOTA CROWN

Handsomely sculptured body lines...
Luxuriously detailed interior...
Distinguished quiet performance...

*All mark
Toyota Crown
as a quality automobile.*



Toyota Crown is a triumph of traditional Japanese craftsmanship and graciousness. The most widely chauffeur-driven car in Japan, Toyota Crown is now available for the discriminating American car buyer. As the top car in the Toyota line, Crown offers you every driving convenience you could ask for and at a price no other car in its class can touch.

The moment you slip inside this elegant automobile, you are aware that you feel right at home. All the instruments, gauges and buttons are where they should be. Although an import, Toyota Crown is designed for American drivers. The complete interior—deep cushion, almost wrap around, reclining bucket seats; lush, deep-pile carpeting front and back; padded dash and visors; door and head liners—all are color coordinated, rich in appearance and rich to touch.

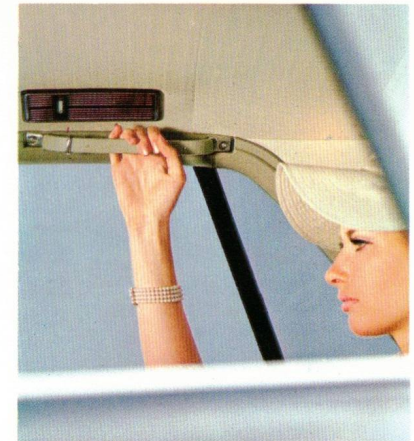
The engine?

Listen... you can't tell it's there.

Touch the accelerator...

Expect to go!

Not only is Crown's improved 2300 cc, overhead-cam/hemi-



head, 6-cylinder engine powerful, smooth and quiet, it's dependable for mile after economical mile from the first into the hundred thousand mark.

And to match your desire, you may choose either a sporty 4-on-the-floor transmission or equally sporty-looking Toyoglide automatic-on-the-floor console. Toyota is Japan's leading automotive manufacturer. And Crown is Toyota's leading automobile in quality, style and craftsmanship. It shows, too. In comfort, in extra equipment, in performance and in maintenance-free dependability.













*A just-the-right-size
station wagon...
Toyota Crown Custom.*

Some station wagons are just big wagons...others are almost too small for the title. But Toyota Crown is just the right size to accomplish a wagon's chores and just the right size for easy handling. Like the Crown sedan, the Crown wagon offers a host of luxury accessories at no extra cost. Using the third seat, you can carry seven persons comfortably. And for vacationing or camping, the rear seats fold down to make way for a vast, entirely flat, mat-covered cargo floor. Side-swinging rear gate opens wide for easy loading. Standard with all Crown wagons is a power rear gate window that can be operated from the dash or the rear gate.

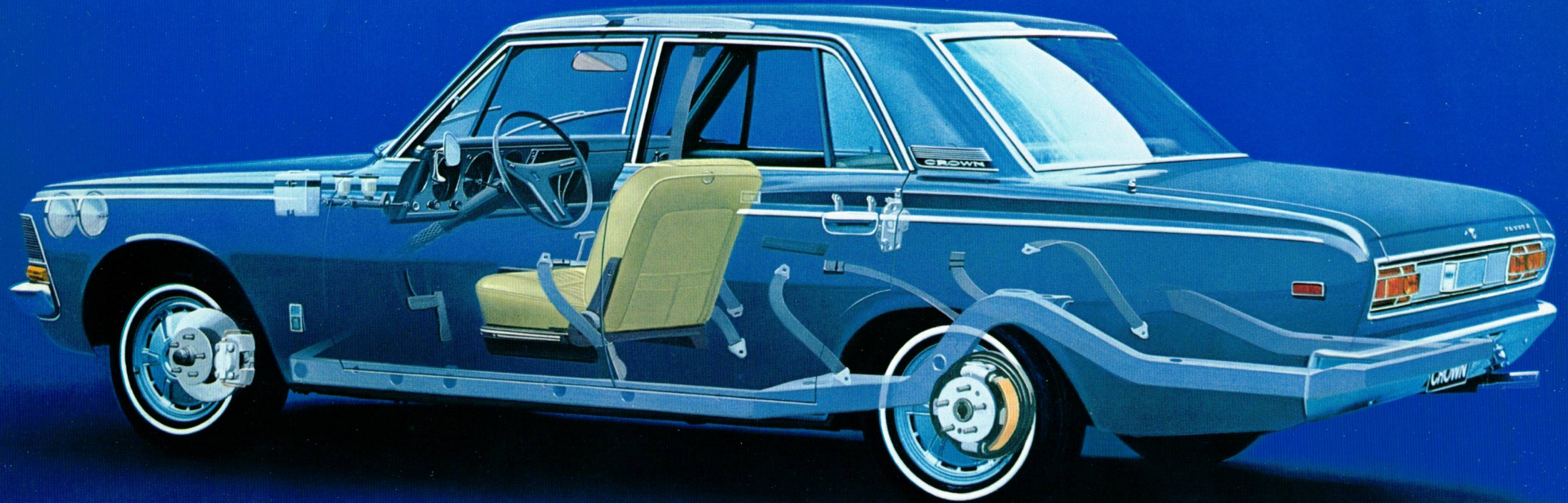
The Crown Custom wagon offers the same dependable and economical OHC-6 engine that powers the deluxe sedan. Take off for real family fun in Toyota Crown Custom wagon... drive with either four-on-the-floor or automatic-on-the-floor console. Either way you choose, you're bound to get the responsive passing and cruising power you want.



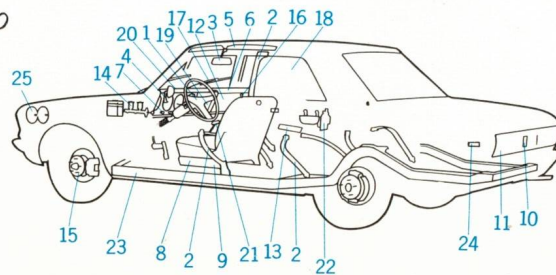
Side-swinging rear gate and power window.



Rear gate power window can be raised and lowered from the dash, or from the inside or outside of the rear gate.

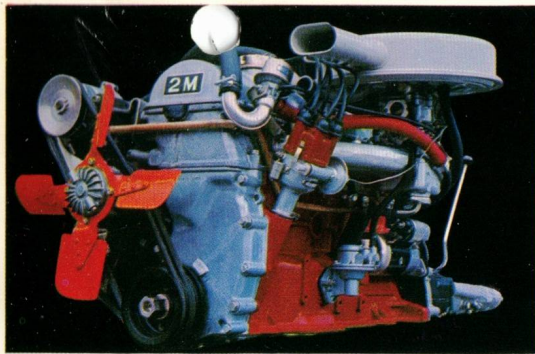


Safety comes with Toyota Crown, too



To make your driving more convenient, safe and pleasurable, Toyota Crown offers: 1- Collapsible steering column with safety padded horn ring. 2- Front and rear seat belts. 3- Inside day-night rear view mirror that detaches on impact. 4- Outside rear-view mirror. 5- Soft, padded sun visors. 6- Padded, glare-proof dash panel. 7- Soft control knobs with picture-use identification. 8- Heavily anchored seats. 9- Seat back latches on bucket seats. 10- Back-up lights. 11- Turn signal lights. 12- 4-way warning flashers. 13- Padded armrests, all doors.

14- Dual master cylinder brake system and brake warning light. 15- Front disc brakes. 16- Push-button all door locks. 17- 2-speed windshield wipers with washer. 18- Safety glass in all windows. 19- Ash trays designed to detach upon impact. 20- Windshield defroster and defogger. 21- Uniform automatic shift quadrant. 22- Safety door latches and hinges. 23- Strong construction body with perimeter frame. 24- Side marker lights. 25. Independently fused headlamps.



Overhead cam 6-cylinder, 115 horsepower engine



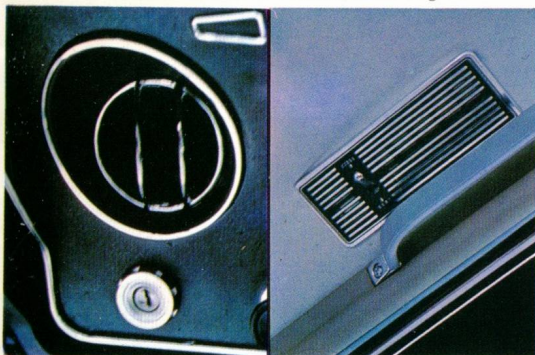
Glare-proof instrumentation



Toyoglide automatic transmission (optional)



Console box



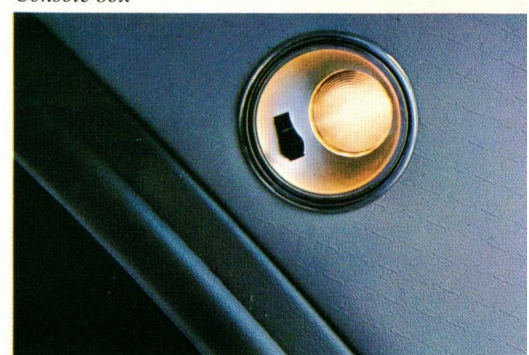
Adjustable louvered air vents and roof air ducts



New "Fresh Flow" comfort ventilation



Padded arm rests and safety regulator handles



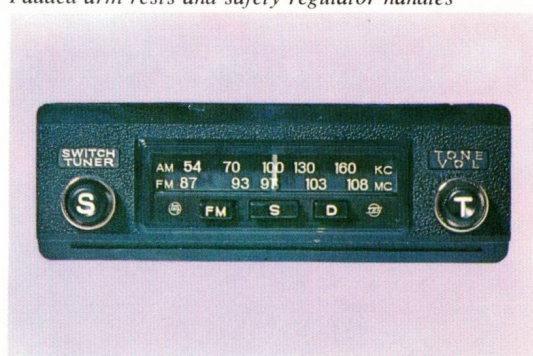
Book lamps for rear seat passengers



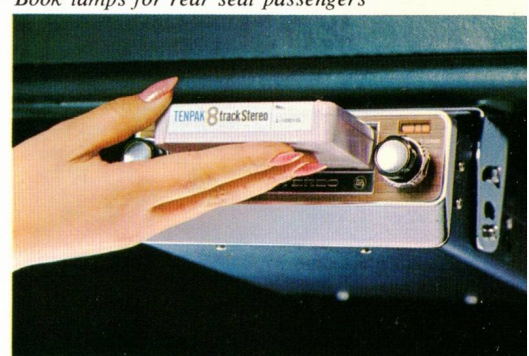
Padded sun visors



Spacious cargo trunk



FM/AM or AM radio (Optional)



Car stereo tape player (Optional)

Toyota knows what features make driving a pleasure

OHC-6 engine with cross flow hemi-head

Develops 115hp and 127 ft-lb torque. Provided with exhaust emission control system for cleaner exhaust gas.

Glare-proof instrumentation Speedometer with resettable mileage counter, other meters, and clock with sweep second hand are arranged in line. Illumination is adjustable.

Toyoglide Automatic (optional) comprises full automatic 3-speed transmission.

Console box provides useful storage space, and comes when 4-speed or Toyoglide.

"Fresh Flow" ventilation Fresh air enters in from under dash and through adjustable louvered air vents at either side of the panel and circulates out through roof.

Vent window regulators are of disc type.

Door armrests are soft padded.

Inside door handles are sunk in for safety.

Book lamp is provided in each quarter panel for

convenience to rear seat passengers.

Both sun visors are made of flexible material.

Spacious trunk allows easy stowing of all vacation baggage.

AM/FM radio (optional), fully transistorized, brings you pleasant listening and full richness of FM. Push-button type AM radio is also available.

Stereo tape player (optional) features superb fidelity, 8-track continuous loop play.

Plays 4 complete programs at one setting.

And other extras are:

Reclining front bucket seats; Vinyl leatherette

upholstery; Fully carpeted; Fully instrumented gauges; Handy third seat (Wagon); Passenger assist grips; Courtesy lights, all four doors; Trouble light, extension cord, outlet; Light inside glove box, trunk, hood; Power rear window (Wagon); Locking gas cap; 4-speed, all synchro. transmission, floor shift; Hydraulic-controlled clutch; Anti-sway torsion bar; Crosswind stabilizers; Competition-tuned manifold; Coil springs all 4 wheels; Undercoating & rustproofing; Emergency tool kit; Full chrome wheel covers; Touch-up paint.



SPECIFICATIONS

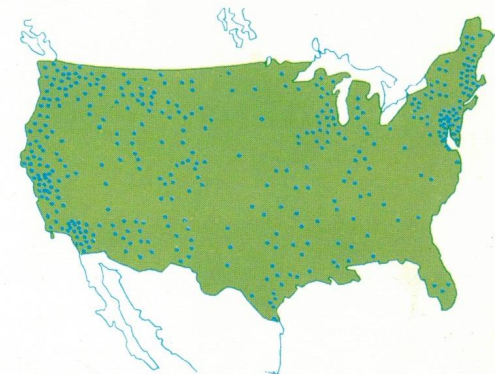
Toyota Crown OHC 6 4-Door Sedan and 4-Door Custom Station Wagon.

ENGINE: 6 cyl. in line OHC
Single overhead cam
Hemispherical combustion head
Dome pistons
Compression ratio: 8.8:1
7 main bearings
Bore and stroke: 2.95×3.35 inches
Displacement: 137.5 cubic inches
Maximum horsepower: 115 @ 5200 rpm
Maximum torque: 123 ft.-lb. @ 3600 rpm
Tuned induction manifold (Manifold water heated for constant temp. control)
Dual exhaust headers cast as single unit
Carburetor: Down draft 2 barrel with automatic choke
Fuel tank capacity:
Sedan: 17.2 U.S. Gallons
Station Wagon: 15.9 U.S. Gallons
Crankcase capacity: 5.6 quarts
Oil filter: Throw-away can type
Battery: 12 volts, 60 Amp. Hr.

Alternator 12 volts, 480 W.
Adjustable Octane Selector
COOLING SYSTEM: Cooling by liquid in sealed circuit (no anti-freeze needed)
Radiator Capacity: 11.5 quarts w/heater
Fluid coupled silent fan
CLUTCH: Dry plate with pendant pedal
Hydraulic release
Facing diameter: 8.8 inches
TRANSMISSION: 4-speed all synchromesh
Gear ratio: 1-3.673 2-2.114 3-1.403 4-1.000
Rev.-4.183
AUTOMATIC TRANSMISSION (OPTIONAL) 3-speed coupled with torque converter
Low₁: 2.400 Low₂: 1.479 Drive: 1.000
Rev.: 1.920
REAR AXLE: Semi-floating hypoid
Ratio: 4.111 for 4-speed transmission, 4.375 for Automatic Transmission
SUSPENSION: Front - Independent with wishbones, coil springs, double acting hydraulic shock absorbers and torsion stabilizer. Rear - 4-link type with coil springs and double acting hydraulic shock absorbers.

STEERING: Recirculating ball type
Variable gear ratio 20.5~23.6:1
Turning radius: 18 feet
BRAKES: Disc on front wheels
Parking brake: mechanical, on rear wheels
TIRES: 6.95×14, 4PR4ply tubeless
PERFORMANCE:
Maximum speed: 4-speed 100 mph
Automatic 94 mph
Maximum cruising: 4-speed 87 mph
Automatic 82 mph
DIMENSIONS:
Overall length: Sedan: 183.7 inches
Station Wagon: 184.6 inches
Overall width: 66.5 inches
Overall height: Sedan: 56.9 inches
Station Wagon: 57.7 inches
Wheelbase: 105.9 inches
Tread: Front: 53.5 inches
Rear: 54.3 inches

The Toyota policy of continual improvement in design and manufacture requires specifications, equipment and prices be subject to change without notice.



For fast Toyota Service

There are hundreds of Toyota dealers from coast to coast. And there are huge depots strategically located across the country and capable of supplying parts promptly anywhere in the U.S. You will be able to drive trouble-free at all times anywhere.



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